

enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program.

2. The method of claim 1, further comprising the steps of:

providing the broadcast of a program;

providing the coupon information for the at least one item;

transmitting the coupon information along with the program data; and

storing the received coupon information.

3. (Amended) The method of claim 2, further comprising the steps of:

providing the coupon information on at least one smart card;

providing the at least one smart card to a viewer; and

a' synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.

4. The method of claim 1, wherein the broadcast of a program is provided using a high-definition television system.

5. The method of claim 1, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode.
6. The method of claim 1, wherein the step of alerting comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.
7. The method of claim 6, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display.
8. The method of claim 6, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.
9. The method of claim 1, further comprising the step of requesting the coupon information, wherein the step of requesting comprises selecting a coupon indicator corresponding to an item in which the viewer is interested, wherein selecting the coupon indicator results in the display of detailed coupon information.
10. The method of claim 1, further comprising the steps of:  
storing selected coupon data on a removable recording medium; and  
storing data corresponding to the television program on the removable recording medium, wherein the data corresponding to the program comprises a program title, a program description, a date of airing, a time of airing and a channel of airing.

11. The method of claim 10, wherein the coupon data comprises the data corresponding to the program.

12. The method of claim 10, further comprising the steps of:  
reading the coupon information from the removable recording medium;  
reading the data corresponding to the program from the removable recording medium;  
transferring the data corresponding to the program to a collection center for statistical programming data; and  
redeeming a value of the coupon information.

13. The method of claim 10, further comprising the step of satisfying at least one condition prior to storing selected coupon data on a removable recording medium.

14. The method of claim 12, further comprising the step of determining whether the at least one condition is satisfied before allowing the reading of the coupon information.

15. The method of claim 12, wherein the step of reading the coupon information comprises reading the coupon information using an electronic link established with at least one dealer, wherein the electronic link allows the at least one

dealer to read the coupon information from the removable recording medium at such time as the viewer electronically purchases the at least one item.

16. The method of claim 5, wherein the stored coupon mode causes all of the coupon information for the program to be stored, wherein the stored coupon information is recalled and viewed at a time that is different from a broadcast time of the coupon information.

17. The method of claim 1, wherein the step of displaying comprises superimposing the coupon information over the program data on the display.

18. The method of claim 1, wherein the step of displaying comprises displaying the coupon information on a portion of the display, wherein the portion of the display is selectable by a viewer.

19. The method of claim 1, wherein the coupon information is received simultaneously with the broadcast of a program.

20. The method of claim 1, wherein the coupon information is received prior to receiving the broadcast of a program, wherein the prior received coupon information is stored.

21. The method of claim 20, further comprising the step of receiving timing data that links the coupon information to the corresponding program.

22. The method of claim 1, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.

23. The method of claim 1, wherein the at least one item comprises at least one product and at least one service.

24. The method of claim 1, wherein the coupon information is provided by sponsors of at least one television program and by the program broadcaster.

25. The method of claim 1, wherein the at least one item is associated with at least one scene of the program.

26. The method of claim 1, further comprising the step of controlling presentation of the coupon information using an electronic program guide, wherein the electronic program guide provides programming information for a plurality of broadcasting stations:

27. The method of claim 1, further comprising the step of providing electronic links to at least one manufacturer and at least one dealer of the at least one item using the

coupon information, wherein the electronic links comprise links to Web pages and electronic catalogs.

28. The method of claim 1, further comprising the step of storing the coupon information for the at least one item used throughout the program for a prespecified period of time after the program ends, wherein the viewer can recall the information during the prespecified period of time.

29. The method of claim 1, further comprising the steps of:  
providing advertising information for the at least one item, wherein the at least one item is associated with at least one scene of a program;  
receiving the advertising information along with the broadcast of the program;  
alerting a viewer when the advertising information is available for the at least one item of the at least one scene; and  
displaying the advertising information on a display along with the broadcast of the program.

30. A broadcasting system comprising:  
a processor coupled to a display device, the processor capable of controlling the system to provide electronic coupons by,  
receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode;  
alerting a viewer when the coupon information is available in the coupon mode;  
and  
displaying the coupon information on a display along with the broadcast of a program.

31. The system of claim 30, further comprising a display device coupled to the processor.

32 The system of claim 30, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.

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33. The system of claim 30, wherein the processor is further capable of controlling the system to provide electronic coupons by:  
providing the coupon information on at least one smart card;  
providing the at least one smart card to a viewer; and  
synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.

34. The system of claim 30, wherein the broadcast of a program is provided using a high-definition television system.

35. The system of claim 30, wherein the processor is configured to control the system to alert the viewer by providing at least one alert to the viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.

36. The system of claim 35, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

37. The system of claim 30, wherein the processor is further configured to control the system to request the coupon information, wherein the request comprises selecting a coupon indicator corresponding to an item in which the viewer is interested, wherein selecting the coupon indicator results in the display of detailed coupon information.

38. (Amended) The system of claim 30, wherein the processor is further configured to control the system to:

provide coupon information for the at least one item;

store selected coupon data on a removable recording medium; and

store data corresponding to the television program on the removable recording medium, wherein the data corresponding to the television program comprises a program title, a program description, a date of airing, a time of airing, and a channel of airing.



39. The system of claim 38, wherein the coupon data comprises the data corresponding to the program.

40. The system of claim 38, wherein the processor is further configured to control the system to:

read the coupon information from the removable recording medium;

read the data corresponding to the program from the removable recording medium; and

transfer the data corresponding to the program to a collection center for statistical programming data.

41. The system of claim 38, wherein the processor is further configured to control the system to determine whether at least one condition is satisfied prior to storing selected coupon data on a removable recording medium.

42. The system of claim 40, wherein the processor is further configured to control the system to determine whether the at least one condition is satisfied before allowing the reading of the coupon information.

43. The system of claim 30, wherein displaying comprises superimposing the coupon information over the program data on the display.

44. The system of claim 30, wherein the coupon information is received simultaneously with the program.

45. The system of claim 30, wherein the at least one item is associated with at least one scene of the program.

46. The system of claim 30, wherein the processor is further configured to control the system to present the coupon information using an electronic program guide, wherein the electronic program guide provides programming information for a plurality of broadcasting stations.

47. The system of claim 30, wherein the processor is further configured to control the system to provide at least one electronic link to at least one manufacturer and at least one dealer of the at least one item using the coupon information, wherein the electronic links comprise links to Web pages and electronic catalogs.

48. The system of claim 30, wherein the processor is further configured to control the system to store the coupon information for the at least one item used throughout the program for a prespecified period of time after the program ends, wherein the viewer can recall the information during the prespecified period of time.

49. The broadcasting system of claim 30, wherein the processor is further configured to control the system to:

provide advertising information for the at least one item, wherein the at least one item is associated with at least one scene of a program;

receive the advertising information along with the broadcast of the program;

alert a viewer when the advertising information is available for the at least one item of the at least one scene; and

display the advertising information on a display along with the broadcast of the program.

50. A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform a method for providing electronic coupons, the method comprising the steps of:

receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program.

51. The computer readable medium of claim 50, wherein the method further comprises the steps of:

providing the broadcast of a program;

providing the coupon information for the at least one item;  
transmitting the coupon information along with the program data; and  
storing the received coupon information.

a3 52. (Amended) The computer readable medium of claim 51, wherein the method further comprises the steps of:

providing the coupon information on at least one smart card;  
providing the at least one smart card to a viewer; and  
synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.

53. The computer readable medium of claim 50, wherein the step of alerting comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.

54. The computer readable medium of claim 53, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

55. The computer readable medium of claim 50, wherein the method further comprises the step of requesting the coupon information, wherein the step of requesting comprises selecting a coupon indicator corresponding to an item in which the viewer is

interested, wherein selecting the coupon indicator results in the display of detailed coupon information.

56. The computer readable medium of claim 50, wherein the method further comprises the steps of:

storing selected coupon data on a removable recording medium; and  
storing data corresponding to the television program on the removable recording medium, wherein the data corresponding to the program comprises a program title, a program description, a date of airing, a time of airing, and a channel of airing.

57. The computer readable medium of claim 56, wherein the method further comprises the steps of:  
reading the coupon information from the removable recording medium;  
reading the data corresponding to the program from the removable recording medium; and  
transferring the data corresponding to the program to a collection center for statistical television data.

58. The computer readable medium of claim 56, wherein the method further comprises the step of satisfying at least one condition prior to storing selected coupon data on a removable recording medium.

59. The computer readable medium of claim 57, wherein the method further comprises the step of determining whether the at least one condition is satisfied before allowing the reading of the coupon information.

60. The computer readable medium of claim 50, further comprising the step of controlling presentation of the coupon information using an electronic program guide, wherein the electronic program guide provides programming information for a plurality of broadcasting stations.

61. The computer readable medium of claim 50, further comprising the step of providing electronic links to at least one manufacturer and at least one dealer of the at least one item using the coupon information, wherein the electronic links comprise links to Web pages and electronic catalogs.

62. The computer readable medium of claim 50, further comprising the step of storing the coupon information for the at least one item used throughout the program for a prespecified period of time after the program ends, wherein the viewer can recall the information during the prespecified period of time.

63. The computer readable medium of claim 50, wherein the step of displaying comprises superimposing the coupon information over the program data on ~~the display~~

64. The computer readable medium of claim 50, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.

65. The computer readable medium of claim 50, wherein the at least one item is associated with at least one scene of the program.

66. The computer readable medium of claim 50, wherein the method further comprises the steps of:

providing advertising information for the at least one item, wherein the at least one item is associated with at least one scene of a program;

receiving the advertising information along with the broadcast of the program;

alerting a viewer when the advertising information is available for the at least one item of the at least one scene; and

displaying the advertising information on a display along with the broadcast of a program.

67. The computer readable medium of claim 50, wherein the method further comprises the steps of:

providing the coupon information on at least one smart card;

providing the at least one smart card to a viewer;

synchronizing the coupon information with the broadcast of a program upon receipt of the broadcast of a program.

68. The computer readable medium of claim 50, wherein the broadcast of a program is provided using a high-definition television system.

*Sub B4* 69. (Amended) A method for providing electronic coupons, comprising the steps of:

- receiving coupon information for at least one item;
- transmitting coupon information for at least one item along with a broadcast of a program;
- a4* displaying the coupon information on a display along with the broadcast of a program
- providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available in the coupon mode;
- synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and
- enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode.

71. The method of claim 70 wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode.



72. The method of claim 70, wherein the step of providing an alert comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.

73. The method of claim 72, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

74. The method of claim 69, further comprising the step of enabling a request for the coupon information, wherein enabling a request comprises selecting a coupon indicator corresponding to an item in which the viewer is interested, wherein selecting the coupon indicator results in the display of detailed coupon information.

75. The method of claim 69, wherein the step of displaying comprises superimposing the coupon information over the program data on the display.

76. The method of claim 69, wherein the step of displaying comprises displaying the coupon information on a portion of the display, wherein the portion of the display is selectable by a viewer.

77. The method of claim 69, wherein the coupon information is transmitted simultaneously with the broadcast of a program.

78. The method of claim 69, wherein the coupon information is transmitted prior to the broadcast of a program.

79. The method of claim 69, further comprising the step of transmitting timing data that links the coupon information to the corresponding program.

80. The method of claim 69, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.

*Sub B4* 81. (Amended) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform the steps of a method for providing electronic coupons, the method comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program;

displaying the coupon information on a display along with the broadcast of a program

providing an alert to the viewer, wherein the viewer is alerted when the coupon information is available in the coupon mode;

synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program; and

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enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode.

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83. The method of claim 82, wherein the plurality of display modes further comprises a non-coupon mode and a stored coupon mode.

84. The method of claim 82, wherein the step of providing an alert comprises providing at least one alert to a viewer when at least one coupon is available, wherein the at least one alert comprises a tone and at least one displayed mark.

85. The method of claim 84, wherein the at least one displayed mark is superimposed over the broadcast of a program on the display, wherein the at least one displayed mark comprises a coupon indicator for each coupon available.

86. The method of claim 81, wherein the method further comprises the step of enabling a request for the coupon information, wherein enabling a request comprises selecting a coupon indicator corresponding to an item in which the viewer is interested, wherein selecting the coupon indicator results in the display of detailed coupon information.

87. The method of claim 81, wherein the step of displaying comprises superimposing the coupon information over the program data on the display.

88. The method of claim 81, wherein the step of displaying comprises displaying the coupon information on a portion of the display, wherein the portion of the display is selectable by a viewer.

89. The method of claim 81, wherein the coupon information is transmitted simultaneously with the broadcast of a program.

90. The method of claim 81, wherein the coupon information is transmitted prior to the broadcast of a program.

91. The method of claim 81, wherein the method further comprises the step of transmitting timing data that links the coupon information to the corresponding program.

92. The method of claim 81, wherein the program comprises live television programs, prerecorded television programs, live television commercials, prerecorded television commercials, movies, and pay-per-view programming.

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93. (New) A method for providing electronic coupons, comprising the steps of:

receiving coupon information for at least one item along with a broadcast of a program;

enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program. wherein the coupon information is received and stored prior to receiving the broadcast of a program.

94. (New) A method for providing electronic coupons, comprising the steps of:

receiving coupon information for at least one item along with a broadcast of a program;

receiving timing data that links the coupon information to the corresponding program;

enabling selection of one of a plurality of display modes, wherein the plurality of display modes comprises a coupon mode;

alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected; and

displaying the coupon information on a display along with the broadcast of a program.

95. (New) A method for providing electronic coupons, comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program, wherein the coupon information is transmitted prior to the broadcast of the program; and

displaying the coupon information on a display along with the broadcast of a program.

96. (New) A method for providing electronic coupons, comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program;

transmitting timing data that links the coupon information to the corresponding program; and

displaying the coupon information on a display along with the broadcast of a program.

97 (New) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform the steps of a method for providing electronic coupons, the method comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program, wherein the coupon information is transmitted prior to the broadcast of the program; and

displaying the coupon information on a display along with the broadcast of a program.

98. (New) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to perform the steps of a method for providing electronic coupons, the method comprising the steps of:

receiving coupon information for at least one item;

transmitting coupon information for at least one item along with a broadcast of a program;

transmitting timing data that links the coupon information to the corresponding program; and

displaying the coupon information on a display along with the broadcast of a program.